

**NDEP Hispanic/Latino Campaign
Sample Letter to Member of Media**



Dear Member of the Media:

Did you know that there is a silent killer reaching epidemic proportions among Hispanics/Latinos? It's name is diabetes and already it is the 6th leading cause of death among Hispanics/Latinos. The figure is staggering when you consider that there are 27 million Hispanics/Latinos in the U.S.

The National Diabetes Education Program (NDEP) has launched *Thunder and Lightning*, the English-language version of the award-winning 1998 Hispanic/Latino awareness campaign, *Rayos y Truenos*. The message of this national public awareness campaign, designed exclusively for Hispanic/Latino English- and Spanish-speaking communities, is "Take your diabetes seriously so it does not become serious." The goal of the campaign is to raise awareness among Hispanics/Latinos that diabetes is a serious disease that can be controlled.

Research has shown that people with diabetes can successfully manage their disease by monitoring their blood sugar levels, eating healthy foods, being physically active, and taking their medications as prescribed. The NDEP is the first joint initiative on diabetes sponsored by the Centers for Disease Control and Prevention and the National Institutes of Health.

The NDEP needs your help. An article or segment on diabetes could effectively provide critical, life-saving information to Hispanics/Latinos with diabetes and their families. The following story ideas may be of interest to your readers:

- Diabetes — the silent killer among Hispanics/Latinos. What our community can do to stop the epidemic.
- Diabetes —Are you at risk?
- The keys to controlling diabetes. What you, your family, and your health care provider can do to help manage your disease.

Enclosed please find additional information to assist you in developing a story. If you have any questions or need additional information, please contact **{INSERT YOUR ORGANIZATION'S CONTACT INFORMATION}**.

Help us stop this epidemic! Your assistance and support are important and greatly appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>